

DOCKET NOS. 1997-285-C, 1997-361-C and 2007-9-C - ORDER NO. 2007-131

IN RE: Docket No. 1997-285-C – Application of) ORDER APPROVING
BellSouth Long Distance, Inc. for a Certificate) NAME MODIFICATION
of Public Convenience and Necessity to Provide) AND AMENDING
Intrastate Resold Telecommunications Services.) COMMISSION’S
) RECORDS
and)
)
Docket No. 1997-361-C – Application of)
BellSouth Long Distance, Inc. for Authority to)
Provide Local Exchange Telecommunications)
Services.)
)
and)
)
Docket No. 2007-9-C – Petition of BellSouth)
Long Distance, Inc. to Operate Under the d/b/a)
of AT&T Long Distance Service.)

This matter comes before the Public Service Commission of South Carolina (“the Commission”) on the Petition of BellSouth Long Distance, Inc. (“BSLD” or “Company”) for approval to operate, on a going-forward basis in South Carolina, under the “doing business as” (“d/b/a”) name of “AT&T Long Distance Service.” According to the Petition, the merger between the BellSouth Corporation and AT&T Inc. is closed, and BSLD requests expedited review for its name modification in order for the transition from the BSLD brand name to the AT&T brand name to progress as quickly as possible. The Office of Regulatory Staff (“ORS”) as statutory intervenor has no opposition to

BSLD's request, and no other intervenors or protestants have come forward after publication of notice. Therefore, the Commission grants BSLD's Request for expedited review and subsequently grants BSLD's name modification.

A review of the Commission's records reveals that BSLD was granted authority to offer intrastate interexchange telecommunications services in South Carolina, including services authorized for resale by tariffs of carriers approved by the Commission, by Commission Order No. 97-963, dated November 7, 1997, in Docket No. 97-285-C. BellSouth BSE, Inc. ("BSE") was granted authority to offer local exchange telecommunications services in South Carolina (subject to a Stipulation between BSE and the South Carolina Telephone Coalition) by Commission Order No. 97-1063, dated December 23, 1997, in Docket No. 97-361-C, and BSE's Certificate (subject to the Stipulation) was transferred to BSLD by Commission Order No. 2004-299, dated June 18, 2004, in Docket No. 2004-45-C.

Upon receipt of BSLD's Petition, the Commission's Docketing Department instructed the Company to publish, one time, a Notice of Filing in newspapers of general circulation in the areas of the state affected by the request. The purpose of the Notice of Filing was to inform interested parties of the request of BSLD and of the manner and time in which to file the appropriate pleadings for participation in the proceeding. The Company complied with this instruction and provided the Commission with proof of publication of the Notice of Filing. No protests or Petitions to Intervene were received.

In its Petition, BSLD informs the Commission that the merger between AT&T Inc. and BellSouth Corporation closed on December 29, 2006, at which time BellSouth

Corporation (the parent company of BellSouth Long Distance, Inc.) became a wholly-owned, first-tier subsidiary of AT&T Inc. The Petition further states that upon approval of the Petition, BellSouth Long Distance, Inc. will remain the formal corporate name of the entity that is authorized to provide regulated interexchange service in South Carolina. BSLD, however, will do business in South Carolina under the d/b/a name of "AT&T Long Distance Service." BSLD's Petition states that the address and the contact information for BSLD that is on file with the Commission is unaffected by its Petition, and it provides that upon Commission approval of its Petition, BSLD will make an appropriate tariff filing reflecting the name under which BSLD will be doing business in South Carolina.

On February 1, 2007, by letter, ORS advised the Commission that ORS does not oppose BSLD's request to begin operating under the d/b/a name of "AT&T Long Distance Service." At its regularly scheduled meeting on February 14, 2007, the Commission reviewed the case before it, and after due consideration, the Commission concluded that the request of BSLD as set forth in its Petition should be granted.

The Commission's records will hereby be amended to reflect BSLD's adoption of the trade name of "AT&T Long Distance Service."

IT IS THEREFORE ORDERED THAT:

1. BellSouth Long Distance, Inc.'s request for expedited approval to operate, on a going-forward basis in South Carolina, under the "doing business as" ("d/b/a") name of "AT&T Long Distance Service" is approved, and BellSouth Long Distance, Inc. is

hereby authorized to utilize "AT&T Long Distance Service" as a trade name for its telecommunications services in South Carolina.

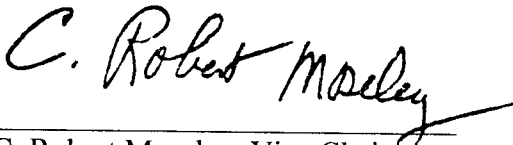
2. This Order shall remain in full force and effect until further Order of the Commission.

BY ORDER OF THE COMMISSION:



G. O'Neal Hamilton, Chairman

ATTEST:



C. Robert Moseley, Vice Chairman

(SEAL)